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## *In-Class Exercises*

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# Getting Started With Electronic Commerce

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***MODULE 1 – Introduction to Electronic Commerce***

***MODULE 2 – The Internet and the World Wide Web***

***MODULE 3 – Hardware and Software Requirements***

***MODULE 4 – Making the Transition***

*Presented by:*

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## MODULE 1 – Introduction to Electronic Commerce

### Scenario:

Turnkey Imports (TI) is a small importer and distributor. The company is currently profitable and efficiently operated, but has set a goal to increase its market share in order to remain competitive into the future. TI has chosen to explore the use of EC and Internet-based technologies to attract and better serve customers. TI's immediate objective is to make an electronic catalog of its products available to current and prospective customers. TI has also chosen to incorporate electronic ordering and payment capability for the convenience of customers and business partners, but is not sure when it will be ready to fully implement these types of technologies. The two computers in use at TI are each less than one-year-old.

### Questions:

Based on the above scenario, and considering the information presented in class during this module, which of the EC tools and technologies listed in the table on the next page might TI consider when developing an electronic catalog?

Ö	EC Tools and Technologies	Remarks
	The Internet	
	The World Wide Web	
	Bar coding	
	Debit Cards	
	Electronic Catalogs	
	Electronic Data Interchange (EDI)	
	Electronic Mail	
	Facsimile	
	Purchase Cards	
	Smart Cards	
	E-Malls	
	Internet Retailing	

1. Of the EC technologies considered, which one(s) would best allow TI to reach its stated business goals/objectives, and why?

2. Describe any possible limitations of the selected technologies.

3. What will the incorporation of EC technologies allow TI's customers to do? To do better?

4. Through the incorporation of EC technologies:

(a) What kind of electronic information will be available to TI's customers? How will customers find only the information they need?

(b) What new communication methods would be available to link TI and its customers to each other?

(c) How might TI's operations, processes, and/or profitability be enhanced?

How might the TI customer's general shopping and purchasing experience be improved?

Ö	EC Tools and Technologies	Remarks
	The Internet	
	The World Wide Web	
	Bar Coding	
	Debit Cards	
	Electronic Catalogs	
	Electronic Data Interchange (EDI)	
	Electronic Mail	
	Facsimile	
	Purchase Cards	
	Smart Cards	
	E-Malls	
	Internet Retailing	

## MODULE 2 – The Internet and the World Wide Web

### Using Web-based Email

- Exercise Objective:

Learn about some of the free Web-based email service providers, including how differences between their key attributes might make one more suitable than another for business use, based on scenarios describing the specific messaging needs of a company and its employees.

- Scenario #1

#### Instructions:

Given the written scenario and tabulated information presented below, select an appropriate Web-based email service provider for a company called ABC. Document the reasoning behind the decision and be prepared to discuss. There are no right or wrong answers.

#### Scenario:

The ABC Company has 10 employees who travel frequently. In the past, traveling ABC employees have relied primarily on the Plain Old Telephone System (POTS) to communicate with the main office. They are able to exchange email through the main office's Local Area Network (LAN); however, this messaging capability is available to employees only when they are at the office. All of ABC's employees have access to the Internet from their desktop PCs and have access to modem-equipped laptop computers for travel.

ABC's CEO has been concerned about the number of important telephone calls missed by employees when on the road. She realized that ABC would benefit if new ways of improving communications could be found at minimal or no cost. Fortunately, the ABC Office Manager was a seasoned user of the Internet and informed the CEO that free Web-based email accounts were available to anyone with access to a computer connected to the Internet, anywhere in the world. This technology could provide the communication improvements they sought. Employees on the road could communicate with customers and fellow workers via email when it is not possible to connect by telephone. The Office Manager added that there were hundreds of Web-based email providers from which to choose.

After evaluating a number of free email providers, a list of five with similar basic features was drawn up. Now, the CEO has asked you to make the final selection of the email provider that AFB will use. After conducting some research on the Internet and taking note of the attitudes of some of ABC's employees, you have developed the table of information below. Based on the available information presented below, choose an email service for the ABC Company and be prepared to discuss the reasoning behind the decision.





Email Service Features	Company Perspectives by Feature	Hotmail <a href="http://www.msn.com">www.msn.com</a>	iName <a href="http://www.iname.com">www.iname.com</a>	Juno <a href="http://www.juno.com">www.juno.com</a>	<a href="mailto:Net@ddress">Net@ddress</a> <a href="http://Www.netaddress.com">Www.netaddress.com</a>	MyYahoo! <a href="http://edit.yahoo.com">edit.yahoo.com</a>
<u>Multiple Entry Point Availability</u> (Other Web sites where the email service is available)	This really does not matter to CEO, however, she does favor multiple entry points.	None	<a href="http://www.geocities.com">www.geocities.com</a> <a href="http://www.infospace.com">www.infospace.com</a> <a href="http://www.lycos.com">www.lycos.com</a> <a href="http://www.netscape.com">www.netscape.com</a> <a href="http://www.pathfinder.com">www.pathfinder.com</a> <a href="http://www.switchboard.com">www.switchboard.com</a>	None	None	<a href="http://www.rocketmail.com">www.rocketmail.com</a>
<u>Account Setup</u>	Sales people for Company ABC are very good at what they do, however, when it comes to computers they need something simple	The questionnaire is reasonably simple. No telephone number is requested.	The questionnaire asks for your telephone number but does not inflict a marketing survey on you.	The setup is reasonably easy and automated, but for our ISDN modem, we had to set up manually.	Up to six people can be notified automatically of your new address. The marketing questionnaire is brief, but you have to give an address.	The questionnaire is very simple, with a marketing survey you can ignore.
<u>User Interface</u>	ABC sales staff is very impatient, and sometimes they need access quickly.	Rich in information (such as breaking news) but cluttered and graphics-heavy, which slows loading. The message list doesn't indicate which messages have attachments.	Graphics-heavy and somewhat slow but easy to navigate.	Simple and clear.	Uncluttered design, with informative message lists that indicate whether a message has been read and whether it has attachments.	Elegant, uncluttered, informative, and ad-free.
<u>Message Creation and Receipt</u>	The CEO and Sales Staff need to attach files to their email. Remember the staff is interesting in something simple. Four members have stated that they are not great spellers.	Well-designed editor, with a spell-checker, a thesaurus, and an option to save a draft without sending. It supports blind copies. All sent messages have an ad for Hotmail at the end.	Simple and straightforward, with an address-book feature and file attachment, but this is the only service that does not display the text of HTML-formatted mail.	Basic features, plus spell-checking and an address book. You can't attach files to outgoing messages. You need to find your own separate decoding utility to deal with incoming attachments. A three-line ad appears at the end of every sent message.	The service supports HTML-formatted e-mail. An option lets you display in-line graphics or show them as icons that you have to click to view. All sent messages have an ad for <a href="mailto:Net@ddress">Net@ddress</a> at the end.	The service supports HTML-formatted e-mail and displays in-line graphics. The address book is easy to manage. You can save drafts before sending. All sent messages have an ad for Yahoo! Mail at the end.

Email Service Features	Company Perspectives by Feature	Hotmail <a href="http://www.msn.com">www.msn.com</a>	iName <a href="http://www.iname.com">www.iname.com</a>	Juno <a href="http://www.juno.com">www.juno.com</a>	<a href="http://www.netaddress.com">Net@ddress Www.netaddress.com</a>	MyYahoo! <a href="http://edit.yahoo.com">edit.yahoo.com</a>
<u>Message Management</u>	The sales staff cover various regions and would like to have the capability to file there messages by region.	Multiple folders supported, with filtering options for automatic filing and a search feature.	In the version we tested, you can create multiple folders, but you cannot filter mail automatically. E-mail delivery was very slow, and iName's server refused some messages.	You can create folders, but you can't filter mail.	Multiple folders, and the service handles automatic message filtering effectively.	Multiple folders, automatic filing rules, and a search option combine to give you almost all the features of an e-mail client.
<u>Security</u>	The ABC sales staff would like to leave no trace of the messages on the computer they use. The computers they access are also used by their competition	Messages remain in the browser cache after you leave the Web site and can be read by anyone who uses the computer after you do.	Messages remain in the browser cache after you leave the Web site and can be read by anyone who uses the computer after you do. During our testing, iName was mail-bombed, and the server returned all messages that had been sent to it over the past two days	Access to the program is password-protected.	A log-on option expires pages, so they will not be stored in the cache.	Messages remain in the browser cache after you leave the Web site and can be read by anyone who uses the computer after you do.
<u>Advertising and Junk Mail ("spam")</u>	ABC employees are pretty busy and really have no time to read or respond to adds. They're busy trying to make the next sale	Annoying animated ads appear at the foot of the window. You can block e-mail from users whose names you specify.	Annoying animated ads appear at the top of screens.	Juno was the only e-mail service that sent us messages with ads, and ads appear when you start the program itself.	Annoying animated ads appear at the top of pages. You can block e-mail from known spammers and from specific addresses.	The interface is ad-free, and you can block messages from known spammers.
<u>Advanced Features</u>	Some of ABC employees have several email accounts.	You can access up to four POP mailboxes, specify whether messages are quoted in replies, and set almost as many filing and filtering options as you can in a standalone e-mail client.	Incoming e-mail can be forwarded automatically. You can choose from other domain names, and 300 additional domains are available for \$14.95 a year. You can access iName mail messages with an ordinary mail client for \$23.95 a year.	Built-in spell checking and nothing else.	You can schedule messages to yourself or others. You can access up to seven POP mailboxes.	The interface is ad-free, and you can block messages from known spammers.

## Scenario #2

### Instructions:

Given the written scenario and tabulated information presented below, select an appropriate Web-based email service provider for a company called Simply Cable Services (SCS). Document the reasoning behind the decision and be prepared to discuss. There are no right or wrong answers.

### Scenario:

Simply Cable Services (SCS) has been in business for 10 years. SCS provides cable services to residential and commercial subscribers. SCS has a sales force of about 50 direct sales representatives; however, they are not very knowledgeable about the Internet. In a staff meeting recently, a marketing manager brought up the subject of Web-based email. After some discussion, the directors and senior management agreed that the SCS sales force should become familiar with the Internet and the use of email for a couple of reasons. First, because SCS is preparing to introduce a major new product to its current subscribers, the sales force could use email as a way to quickly and cost-effectively deliver product information to potential customers. Second, email could be used as a communications tool between the sales force and the Sales Managers, who frequently miss each other's telephone calls.

Although management had agreed that Web-based email accounts for all staff would be beneficial, SCS was not sure how to go about choosing one to meet their needs. The Sales Managers wanted everyone on his or her sales force learning and using the same email service. This would make it easier for them to train new sales staff. The SCS Management Information Services (MIS) group was asked for help in choosing a Web-based email service for the company. After conducting some research on the Internet and taking note of the attitudes of some of SCS's employees, the MIS Director tabulated information on five reputable free email service providers. The information was provided to management staff to help them choose the email service provider that would best meet the needs of the sales force and the company. Based on this scenario and the information in the table below, which service do you think SCS management selected? Be prepared to discuss the reasoning behind the decision.



Email Service Features	Company Perspectives by Feature	Hotmail <a href="http://www.msn.com">www.msn.com</a>	iName <a href="http://www.iname.com">www.iname.com</a>	Juno <a href="http://www.juno.com">www.juno.com</a>	<a href="mailto:Net@ddress">Net@ddress</a> <a href="http://www.netaddress.com">www.netaddress.com</a>	MyYahoo! <a href="http://edit.yahoo.com">edit.yahoo.com</a>
<u>Multiple Entry Point Availability</u> (Other Web sites where the email service is available)	Management would like one with multiple entry points.	None	<a href="http://www.geocities.com">www.geocities.com</a> <a href="http://www.infospace.com">www.infospace.com</a> <a href="http://www.lycos.com">www.lycos.com</a> <a href="http://www.netscape.com">www.netscape.com</a> <a href="http://www.pathfinder.com">www.pathfinder.com</a> <a href="http://www.switchboard.com">www.switchboard.com</a>	None	None	<a href="http://www.rocketmail.com">www.rocketmail.com</a>
<u>Account Setup</u>	The Internet is relatively new to the sales staff. They need a system that will be easy to learn and to demonstrate.	The questionnaire is reasonably simple. No telephone number is requested.	The questionnaire asks for your telephone number but does not inflict a marketing survey on you.	The setup is reasonably easy and automated, but for our ISDN modem, we had to set up manually.	Up to six people can be notified automatically of your new address. The marketing questionnaire is brief, but you have to give an address.	The questionnaire is very simple, with a marketing survey you can ignore.
<u>User Interface</u>	Sales team will be demonstrating product to current subscribers. They need a program that loads fast. Customers are very impatient.	Rich in information (such as breaking news) but cluttered and graphics-heavy, which slows loading. The message list doesn't indicate which messages have attachments.	Graphics-heavy and somewhat slow but easy to navigate.	Simple and clear.	Uncluttered design, with informative message lists that indicate whether a message has been read and whether it has attachments.	Elegant, uncluttered, informative, and ad-free.
<u>Message Creation and Receipt</u>	Sales Staff does not need the ability to attach files. However, they might want to be able to demonstrate to customers.	Well-designed editor, with a spell-checker, a thesaurus, and an option to save a draft without sending. It supports blind copies. All sent messages have an ad for Hotmail at the end.	Simple and straightforward, with an address-book feature and file attachment, but this is the only service that does not display the text of HTML-formatted mail.	Basic features, plus spell-checking and an address book. You can't attach files to outgoing messages. You need to find your own separate decoding utility to deal with incoming attachments. A three-line ad appears at the end of every sent message.	The service supports HTML-formatted e-mail. An option lets you display in-line graphics or show them as icons that you have to click to view. All sent messages have an ad for <a href="mailto:Net@ddress">Net@ddress</a> at the end.	The service supports HTML-formatted e-mail and displays in-line graphics. The address book is easy to manage. You can save drafts before sending. All sent messages have an ad for Yahoo! Mail at the end.

Email Service Features	Company Perspectives by Feature	Hotmail <a href="http://www.msn.com">www.msn.com</a>	iName <a href="http://www.iname.com">www.iname.com</a>	Juno <a href="http://www.juno.com">www.juno.com</a>	<a href="mailto:Net@ddress">Net@ddress</a> <a href="http://www.netaddress.com">www.netaddress.com</a>	MyYahoo! <a href="http://edit.yahoo.com">edit.yahoo.com</a>
<u>Message Management</u>	The sales staff territory covers the whole city. They would like to have the capability to file their messages by sections of the city.	Multiple folders supported, with filtering options for automatic filing and a search feature.	In the version we tested, you can create multiple folders, but you cannot filter mail automatically. E-mail delivery was very slow, and iName's server refused some messages.	You can create folders, but you can't filter mail.	Multiple folders, and the service handles automatic message filtering effectively.	Multiple folders, automatic filing rules, and a search option combine to give you almost all the features of an e-mail client.
<u>Security</u>	The sales staff really does not need high security. They will use account for very little messaging.	Messages remain in the browser cache after you leave the Web site and can be read by anyone who uses the computer after you do.	Messages remain in the browser cache after you leave the Web site and can be read by anyone who uses the computer after you do. During our testing, iName was mail-bombed, and the server returned all messages that had been sent to it over the past two days	Access to the program is password-protected.	A log-on option expires pages, so they will not be stored in the cache.	Messages remain in the browser cache after you leave the Web site and can be read by anyone who uses the computer after you do.
<u>Advertising and Junk Mail ("spam")</u>	CSS sales staffs are very busy and really have no time to read or respond to adds.	Annoying animated ads appear at the foot of the window. You can block e-mail from users whose names you specify.	Annoying animated ads appear at the top of screens.	Juno was the only e-mail service that sent us messages with ads, and ads appear when you start the program itself.	Annoying animated ads appear at the top of pages. You can block e-mail from known spammers and from specific addresses.	The interface is ad-free, and you can block messages from known spammers.
<u>Advanced Features</u>	Some of SCS employees have several email accounts.	You can access up to four POP mailboxes, specify whether messages are quoted in replies, and set almost as many filing and filtering options as you can in a standalone e-mail client.	Incoming e-mail can be forwarded automatically. You can choose from other domain names, and 300 additional domains are available for \$14.95 a year. You can access iName mail messages with an ordinary mail client for \$23.95 a year.	Built-in spell checking and nothing else.	You can schedule messages to yourself or others. You can access up to seven POP mailboxes.	The interface is ad-free, and you can block messages from known spammers.

## Searching for Information on the Internet

- Exercise Objective

Given a business scenario, research topics, and considering the search engine guidelines provided in items 1-7 below, learn how to perform a pre-search analysis that will retrieve a manageable amount of relevant information from the Internet.

- Scenario #1

John L. Brown, CEO of Marketing Data Corporation (MDC) is preparing to expand his staff and technology base, which would require research to determine skill, training, and equipment needs. This type of research had been conducted by visiting the library, reading periodicals, and conducting person-to-person interviews. This process was more tedious and unproductive than John would have preferred.

While attending a professional meeting of Marketing Researchers, John overheard a colleague discussing the research capabilities available by accessing and searching the Internet and the World Wide Web. John soon established an Internet connection and discovered its potential to deliver a wealth of information on any subject. However, John and his staff were having trouble taking full advantage of Internet search tools and were not very successful at finding relevant information. John decided to bring in a consultant to help teach them how to search more effectively and reduce the number of total hits returned in response to a set of queries.

The consultant decides to have the MDC staffs who will be doing Internet-based research use the following Topic Worksheet. This will teach them how to develop useful search criteria, and thereby save time, before actually beginning an Internet search.

Exercises #1 and #2 below provide instructions, examples, and a process for conducting effective Internet searches. As you proceed through the guidelines and exercises below, you will learn how to use the power of Internet-based search engines to extract high-quality, relevant information from the Web.

## Topic Worksheet

Select a research topic or subject area related to skill, training, and equipment needs of MDC:

With consideration given to the questions and pointers in items 1-7 below, analyze your topic and develop useful search criteria as demonstrated in the two examples below. The first blank form can be used to analyze your MDC topic. The second blank form can be used to analyze a topic of your choice.

1. What UNIQUE WORDS, DISTINCTIVE NAMES, ABBREVIATIONS, or ACRONYMS are associated with your topic? These are good to start searching with because their specificity will help zero in on relevant pages.
2. Are there societies, organizations, or groups that might have information on your topic? Use these as a "phrase in quotes" and you may find home pages that link to other related pages, journals, discussion groups, or databases on your topic. You can ask the search engine to look for a "phrase in quotes" within the hidden title of a Web document by preceding it with title:[no space].
3. What other words are likely to be in ALL Web documents related to your topic? You may want to require these by joining them with AND or preceding each with +[no space]
4. Do any of the words or word combinations from 1, 2, or 3 belong together in a certain order in a familiar phrase or string? Use these as a "phrase in quotes" to search. (E.g., "affirmative action" or "communicable diseases.")
5. For any of the above words or phrases, can you think of synonyms, variant spellings, or equivalent terms you would also expect to be in relevant documents? You may want to use these terms or phrases by joining them with the Boolean operator OR. Each phrase should be placed within parentheses.
6. Can you think of any extraneous or irrelevant documents some of your search words or phrases might pick up? You may want to try to exclude these hits by using a minus sign or AND NOT before selected terms or phrases in your search string.
7. What BROADER terms might include your topic? When browsing directories, searching under a broader category may turn up some new leads.



## Search Criteria Summaries

### Example 1

<b>Topic:</b> I am looking for information about the resolution of workplace conflicts arising from racial and ethnic relations in the Chicano communities.
<b>Keywords and Phrases:</b> conflict resolution, ethnic relations, workplace, Chicano <b>Possible Synonyms or Equivalent Terms:</b> Mediation, racial diversity, multicultural ethnicity, Latino, Hispanic <i>(Remember to put QUOTATIONS around any phrases or strings of words that belong together.)</i>
<b>Broad Subjects:</b> diversity, ethnic studies, mediation, conflict resolution, social work

### Example 2

<b>Topic:</b> What is the latest scientific consensus on the theory of global warming?
<b>Keywords and Phrases:</b> scientific consensus, global warming, theory <b>Possible Synonyms or Equivalent Terms:</b> greenhouse effect, atmosphere, carbon dioxide, smog <i>(Remember to put QUOTATIONS around any phrases or strings of words that belong together.)</i>
<b>Broad Subjects:</b> environment, global warming

### Scenario #1 - MDC

<b>Topic:</b>
<b>Keywords and Phrases:</b>
<b>Possible Synonyms or Equivalent Terms:</b>
<i>(Remember to put QUOTATIONS around any phrases or strings of words that belong together.)</i>
<b>Broad Subjects:</b>

### Scenario #1 - Other

<b>Topic:</b>
<b>Keywords and Phrases:</b>
<b>Possible Synonyms or Equivalent Terms:</b>
<i>(Remember to put QUOTATIONS around any phrases or strings of words that belong together.)</i>
<b>Broad Subjects:</b>

- Scenario #2

Pamela Robinson is the Supply Manager for West Coast Industries (WCI), which is located in a large office complex. Pam is in charge of ordering supplies and equipment for all WCI personnel and for building maintenance needs. Lately, Pam has been experiencing some difficulty reaching suppliers over the telephone. Pam has also been under pressure from management about the amount of money WCI spends on supplies. She has been hearing that many suppliers in the area are now able to do business via the Internet, which he believes would be more cost-effective, and more convenient.

Pam needs to find new, more economical sources for supplies that offer on-line services like electronic catalogs, ordering, and payment. She also needs to find out which of his existing suppliers offer on-line services. Although Pam is familiar with using the Internet, he is unsure about how to conduct a search that will find the information he needs, will not include too much irrelevant information, and will not miss any local suppliers with Web sites. Using the TOPIC WORKSHEET, help Pam develop a useful set of search criteria to accomplish his goal. (Hint: it may help to search for particular *products* that WCI orders, in addition to searching for suppliers by name, geographic area, and type of business.)

## Topic Worksheet

Select a research topic or subject area related to Pam's need for supplier information:

With consideration given to the questions and pointers in items 1-7 below, analyze your topic and develop useful search criteria. The first blank form can be used to analyze your WCI topic. The second blank form can be used to analyze a topic of your choice.

1. What UNIQUE WORDS, DISTINCTIVE NAMES, ABBREVIATIONS, or ACRONYMS are associated with your topic? These are good to start searching with because their specificity will help zero in on relevant pages.
2. Are there societies, organizations, or groups that might have information on your topic? Use these as a "phrase in quotes" and you may find home pages that link to other related pages, journals, discussion groups, or databases on your topic. You can ask the search engine to look for a "phrase in quotes" within the hidden title of a Web document by preceding it with title:[no space].
3. What other words are likely to be in ALL Web documents related to your topic? You may want to require these by joining them with AND or preceding each with +[no space]
4. Do any of the words or word combinations from 1, 2, or 3 belong together in a certain order in a familiar phrase or string? Use these as a "phrase in quotes" to search. (E.g., "affirmative action" or "communicable diseases.")
5. For any of the above words or phrases, can you think of synonyms, variant spellings, or equivalent terms you would also expect to be in relevant documents? You may want to use these terms or phrases by joining them with the Boolean operator OR. Each phrase should be placed within parentheses.
6. Can you think of any extraneous or irrelevant documents some of your search words or phrases might pick up? You may want to try to exclude these hits by using a minus sign or AND NOT before selected terms or phrases in your search string.
7. What BROADER terms might include your topic? When browsing directories, searching under a broader category may turn up some new leads.

## Search Criteria Summaries

Scenario #2 - WCI

<b>Topic:</b>
<b>Keywords and Phrases:</b>
<b>Possible Synonyms or Equivalent Terms:</b>
<i>(Remember to put QUOTATIONS around any phrases or strings of words that belong together.)</i>
<b>Broad Subjects:</b>

Scenario #2 - Other

<b>Topic:</b>
<b>Keywords and Phrases:</b>
<b>Possible Synonyms or Equivalent Terms:</b>
<i>(Remember to put QUOTATIONS around any phrases or strings of words that belong together.)</i>
<b>Broad Subjects:</b>

## MODULE 3 – Hardware and Software Requirements

### Student Objective

Given a written company scenario and a list of hardware and software components, select minimum requirements the company needs to conduct business electronically.

- Scenario #1

Mr. Smith wants to get online. He has seen all the “.com” advertisements, and he has become convinced his company is missing opportunities. Mr. Smith founded ABC Company in 1985. The ABC Company is a reseller of widgets. The ABC Company has a sales staff that covers Texas, New Mexico, and Arizona. Annual profits in 1998 were \$750,000. His sales force tells him that at least 50% of his regular customers (about 100 businesses) are ready and willing to order parts online. He did business with the federal and Texas state government in the past, but he has not sold anything to the government since 1990.

Mr. Smith currently takes orders using the following methods:

Direct sales orders from his sales force;

Over the telephone from customers with pre-approved credit; and

Over the telephone from customers with credit cards.

ABC Company has a LAN running NT with 10 terminal servers with Internet access through a Local ISP. ABC's four salespersons have their own laptops and email accounts.

Mr. Smith wants to reach the following goals:

Have a web site with a catalog of products and a telephone and fax number to place orders;

Have a web site with a catalog of products and credit card sales capability; and

Have an Extranet that his sales force and regular customers can use.

Looking at the following table, help Mr. Smith decide what software and hardware combinations will allow him to reach his goals.

SOFTWARE OPTIONS	
FTP	Firewall
UNIX	CGI
GIFs	Java
HTML	Electronic catalog
Order processing	Payment processing
Privacy policy	EDI
Extranet	Intranet
Database	Middleware
Commercial software package	Web editor
Collaboration	Virus
HARDWARE OPTIONS	
Fax machine	Multifunction peripheral
Dedicated phone line	Processor speed
RAM	Modem speed
Hard drive	Scanner
Digital camera	Video capture card
Sound card	Desktop PC
Web server	Proxy server
Notebook computer	Videoconferencing
Storage device	Web hosting service

## MODULE 4 – Making the Transition

### The Awards Craft Company

The Awards Craft Company, established in 1963, assembles and distributes a wide range of custom-imprinted promotional products (i.e. pens, pencils, highlighters, mugs, key chains, trophies, plaques, etc.) Approximately 60% of their business is generated by recommendations from previous customers. The other 40% is based on advertising, short-term contracts, and street traffic. The company has eight employees and one operating location. The company has a local area network (LAN) using Windows NT server software. There are 10 computers in the LAN connected to the server. The workers use Microsoft's Office 97 Professional Edition as their primary office automation package.

The company's CEO Mr. Bob Thomas. He is interested in reaching a larger number of prospective customers in an attempt to increase market share. To accomplish this, Mr. Thomas has set two business goals to be reached within 90 days. One is to establish a Web presence for the company capable of delivering information about products and services to prospective customers, as well as taking orders and accepting payments online. The second is to position the company so it can begin bidding on, and submitting proposals for, federal and state government contracts electronically.

The company has access to the Internet through a local Internet Service Provider. Mr. Thomas and two of his staff have attended an introductory seminar on electronic commerce at the local Electronic Commerce Resource Center, after which he assembled a list of electronic technologies and solutions that seem to have the potential to help the company reach its stated goals. It's decision time for Mr. Thomas. Put yourself in his place. Use the following list as a general starting point and use any information presented in Modules 1-4 of this course to complete the following exercise.

Select tools, technologies, and actions that are likely to help the Awards Craft Company meet its stated goals. Organize the selections into a "road map" or flow chart that shows a workable course of action or process for reaching the company goals.

### Examples of EC Technologies and Solutions

- Build a Web Site
- Provide company-wide access to the Internet
- Build an electronic catalog
- Rent space on an electronic mall

- Become EDI-capable
- Build an Internet storefront
- Accept credit card payments via the Internet
- Begin a staff training program on EC
- Advertise via the Web
- Investigate the potential for commercial EDI
- Register to do business electronically with the Federal Government



## EC Road Map



